

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
(For candidates admitted during the academic year 2012 – 13)

**SUBJECT CODE: 12PR/PC/CS34**

**M. A. DEGREE EXAMINATION, NOVEMBER 2013**  
**PUBLIC RELATIONS**  
**THIRD SEMESTER**

**COURSE : CORE**  
**PAPER : MASS COMMUNICATION**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (10 X 2 = 20)**

1. Mass Media
2. Digital convergence
3. TRP
4. Inserts
5. The inverted pyramid
6. Puppetry
7. Video conferencing
8. Gutter
9. URL
10. Intaglio Process

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS IN NOT LESS THAN 250 WORDS: (5 X 8 = 40)**

11. “Globalization presents a challenge for media economics” -Elucidate?
12. Describe any two functions of mass communication with example.
13. Explain the principles involved in bulletin preparation
14. Describe Comstock’s Model on TV effects.
15. Explain the principle and function of gravure printing process
16. Give your impressions on today’s FM radio programming.
17. What are the roles of the different departments of a newspaper organization?

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 x 20 = 40)**

18. Briefly elucidate “Role of media in development of a Society.”
19. Explain Media Production with its stages and functions.
20. Describe the offset printing process.
21. Give the different elements and principles involved in designing a newspaper.

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